

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**Inventor(s)** : Kenneth Klarfeld et al.  
**Serial No.** : 09/963,335  
**Filed** : September 24, 2001  
**Title:** **SYSTEM AND METHOD FOR PERSONALIZED TV**  
**Examiner** : Rueben M. Brown  
**Art Unit** : 2424

**AMENDMENT AND RESPONSE TO FINAL OFFICE ACTION**

**Mail Stop Amendment**  
**Commissioner for Patents**  
**P.O. Box 1450**  
**Alexandria, VA 22313-1450**

**Dear Sir:**

In response to the Final Office Action dated March 3, 2010, for which a response was due June 3, 2010, and which due date has been extended to September 3, 2010 by Applicant's request for a three (3) month extension of time under 37 C.F.R. 1.136(a), and accompanying Applicants' Request for Continued Examination (RCE), please enter the accompanying amendments and remarks/arguments in the above identified application.

Please charge the requisite fees for filing a three month extension of time as well as the accompanying RCE to Deposit Account No. 07-0832. Reconsideration of the application in view of the amendment is respectfully requested.

**Amendments to and Listing of the Claims** begin on page **2** of this paper.

**Remarks/Arguments** begin on page **7** of this paper.